Top 10 Reasons for Choosing iSeries for Business Intelligence Applications

1. Reduce risk by leveraging an existing I/T infrastructure

Studies show that BI and Data Warehousing projects come with high risk. If you're a company using an IBM eServer iSeries today for operational applications, reduce your risk by leveraging common hardware, common operating system features, DB2 family affinity, and common administration and operational policies and skills.

2. DB2 UDB for iSeries reduces DBA costs

With DB2 UDB for iSeries, Database Administrator (DBA) tasks are significantly reduced. Minimize the menial monitoring and tuning tasks required by other databases. To read more about DB2's autonomic (self managing) computing features refer to: Ftp://ftp.software.ibm.com/eserver/iseries/web/db2/pdf/db2udbautonomicfaq.pdf

3. Scalability is key - don't get caught short with a non scalable platform

Recent benchmarks in the iSeries Teraplex Center proved the iSeries model i890 could produce the fastest load times on the planet. Using IBM Business Partner Coglin Mill's Rodin product, the i890 was able to achieve data warehouse load times of over 600 Million records/hour. For more details on this benchmark, see: http://www.coglinmill.com

4. No charge Remote Journaling feature eliminates production system pain

This very efficient, microcode layer data transport feature completely eliminates this oftentimes HUGE impact to the production environment. Minimize risk by isolating production from BI workloads with Remote Journaling. Learn more about Remote Journaling at: http://www-1.ibm.com/servers/eserver/iseries/whpapr/data_rep_sol.html

5. Optimize resources with Logical Partitioning

Dynamic Logical Partitioning (LPAR) allows you to move CPU and Memory resources with a few simple clicks of a mouse. Need to improve the nightly data load/cleansing performance? Simply move a portion of unused CPU or memory over to the partition running that workload, and give it back when done - or automate it!

6. Thirty years of cost based optimization technology

IBM continues to lead the industry in database related patents. DB2 uses sophisticated cost based optimization techniques that leverages DB2 parallelism and its unique single level storage architecture. One example is IBM's patented Encoded Vector Indexing technique built into DB2 UDB for iSeries that SUBSTANTIALLY improves large database queries used often in Business Intelligence environments.

7. DB2's Self-Optimization Query Environment

IBM recently enhanced DB2 UDB for iSeries even further, introducing new optimization technology called Self-Optimizing Query Environment, including a new SQL Optimization Engine (SQE) and a new statistics engine. This no charge enhancement improves complex query performance 2-5 times! To learn more about SQE, go to: http://www-1.ibm.com/servers/eserver/iseries/db2/sqe.html

8. Support any application, any environment

Run OS/400, Linux, AIX* or Windows all under the framework of iSeries. Leverage Logical Partitioning

(LPAR) to dynamically allocate CPU/Memory resources, utilize virtual I/O, disk virtualization or high speed interconnects across partitions.

Some data warehouse tools rely on Windows or Unix servers for parts of their processing of data. Running these products in a partition, or on the Integrated xSeries Server within the iSeries framework provides efficiencies in data transfers and sharing of resources.

9.   On/Off Capacity on Demand - a safety net for unexpected growth!

On/Off Capacity on Demand offers customers a safety net to manage significant spikes of server utilization. With certain models of eServer iSeries, extra processors are shipped with the system in an idle state. These processors can simply be turned on permanently or temporarily, without a reboot, to accommodate for unexpected or planned spikes in usage.

10. Customers love it.

"Our testing shows that IBM's DB2 UDB for iSeries is significantly faster, in some cases up to 400% faster, with the new SQL Query Engine," said Mark LaRow, Vice President of Products at MicroStrategy Incorporated. *"We're excited that our joint iSeries and MicroStrategy 7i customers can take full advantage of these new enhancements."*

"Support, development and maintenance costs as well as our time to market would be double or triple what they are now if we had taken the Oracle route! The DB2 UDB on iSeries platform allows us to provide an extremely cost effective solution we wouldn't be able to offer on other platforms." –Don Klabunde, CTO, 360 Group, a marketing services ASP.

"Pre-SQE it would have taken us 2.5. hours to process the high volume of data and generate the critical management reports. Our users expect us to miss our normal 7am delivery deadline on 'Megadays'. With the SQE code the processing completed in 55 mins allowing us to meet the deadline much to the surprise and delight of our users."- Andre Artymiuk, Database Administrator for a large UK Retailer